

Message Text

UNCLASSIFIED

PAGE 01 CANBER 05921 010128Z

62

ACTION COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 129811

R 010045Z NOV 73

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 1919

INFO AMCONSUL MELBOURNE

AMCONSUL PERTH

UNCLAS CANBERRA 5921

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: TRADE OPPORTUNITIES PROGRAM: TEST ADVERTISING
CAMPAIGN

REF: (A) USDOC 12155 (B) USDOC 14845

1. FULL PAGE AD APPEARED TODAY IN WEEKLY MAGAZINE
BULLETIN ISSUE DATED NOVEMBER 3 INVITING QUERIES TO
EMBASSY AND CONSTITUENT POSTS FOR INFORMATION ON PRO-
CUREMENT INDUSTRIAL AND SCIENTIFIC INSTRUMENTS PRODUCTS.
PER FINAL PARA REF (A), EMBASSY ACCORDINGLY PLANS PRE-
LIMINARY REPORT OF EFFECTIVENESS THIS AD DECEMBER 1 WITH
ADDITIONAL ASSESSMENT DECEMBER 15. WOULD APPRECIATE
CONFIRMATION THIS SCHEDULE AGREEABLE TO COMMERCE.

2. WOULD ALSO APPRECIATE DETAILS OF SCHEDULE FOR ANY
FURTHER AD PLACEMENTS IN AUSTRALIA IN ACCORDANCE REF B.

3. FOR INFO POSTS. APPRECIATE YOUR SENDING EMBASSY
INITIAL ASSESSMENT RESULTS BULLETIN AD (GUIDELINES
OUTLINED FINAL PARA REF A) BY NOVEMBER 20 WITH FURTHER
REPORT DECEMBER 10 FOR USE IN CONSOLIDATED REPORTS TO
COMMERCE. EMBASSY WILL ADVISE FURTHER RE OTHER
PLACEMENTS ON RECEIPT COMMERCE RESPONSE TO PARAGRAPH 2
ABOVE.
GREEN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973CANBER05921
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: CANBERRA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731162/aaaabthx.tel
Line Count: 52
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) USDOC 12155 (B) USDOC 14845
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
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Review Date: 30 OCT 2001
Review Event:
Review Exemptions: n/a
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Review Markings:

Declassified/Released
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EO Systematic Review
30 JUN 2005

Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
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Secure: OPEN
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Subject: TRADE OPPORTUNITIES PROGRAM: TEST ADVERTISING CAMPAIGN
TAGS: BEXP, AS
To: STATE
Type: TE
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